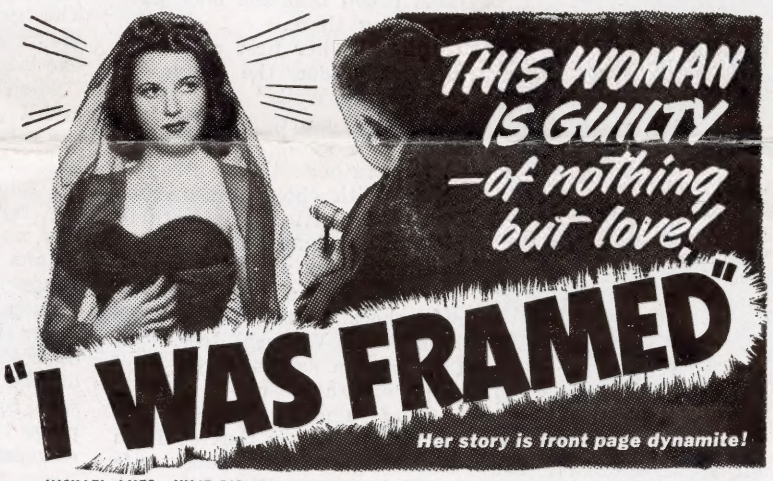
Warner Bros.' Press Book for

"I WAS FRAMED"

Mat 204—6 inches x 2 columns (164 lines)—30c

SHE KNOWS TOO MANY SECRETS TO LIVE...
and too many scandals to die!
"I WAS FRAMED"
with MICHAEL AMES
JULIE BISHOP
REGIS TOOMEY
PATTY HALE
Directed by D. ROSS LEDERMAN
Screen Play by Robert E. Kent • Based Upon an Idea by Jerome Odlum • A Warner Bros.-First National Picture

Mat 201—4 inches x 2 columns (118 lines)—30c


THIS WOMAN IS GUILTY —of nothing but love!
"I WAS FRAMED"
Her story is front page dynamite!
with MICHAEL AMES • JULIE BISHOP • REGIS TOOMEY • PATTY HALE • Directed by D. ROSS LEDERMAN
Screen Play by Robert E. Kent • Based Upon an Idea by Jerome Odlum • A Warner Bros.-First National Picture

Mat 202—2¾ inches x 2 columns (74 lines)—30c

HER ONLY CRIME WAS KNOWING Too much!
"I WAS FRAMED"
with
MICHAEL AMES • JULIE BISHOP • REGIS TOOMEY • PATTY HALE
Directed by D. ROSS LEDERMAN
Screen Play by Robert E. Kent • Based Upon an Idea by Jerome Odlum • A Warner Bros.-First National Picture

Mat 103
4¾ inches (67 lines)—15c

"I WAS FRAMED"
with
MICHAEL AMES • JULIE BISHOP • REGIS TOOMEY • PATTY HALE
Directed by D. ROSS LEDERMAN
Screen Play by Robert E. Kent • Based Upon an Idea by Jerome Odlum • A Warner Bros.-First National Picture

Mat 102
1½ inches (19 lines)—15c

"I WAS
She had too many secrets to live... too many scandals to die!
FRAMED"
with
MICHAEL AMES • JULIE BISHOP • REGIS TOOMEY • PATTY HALE
Directed by D. ROSS LEDERMAN
Screen Play by Robert E. Kent • Based Upon an Idea by Jerome Odlum • A Warner Bros.-First National Picture

Mat 101
3¾ inches (54 lines)—15c

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PUBLICITY

(Lead Story)

'I Was Framed' New Drama Due Friday

Plenty of suspenseful action and the eventual triumph of a crusading reporter over a crooked political machine earmark "I Was Framed" as one of the most interesting films of the year. The Warner Bros. film opens Friday at the Strand Theatre.

Jam-packed with intrigue and color, the story comes to the screen with a hard hitting cast that features Michael Ames, Julie Bishop and Regis Toomey.

"I Was Framed" relates the efforts of a straight-shooting reporter, Ames, and his city editor boss, Toomey, to rid their state of a corrupt political mob headed by Howard Hickman. During Ames' efforts to give his state a clean bill of health politically, the young reporter is framed as a drunk driver and blamed for three deaths.

It is when the young news sleuth escapes from prison, joins his wife and attempts to right the wrongs visited upon him that the plot swings into high.

Directed by D. Ross Lederman, "I Was Framed" utilizes a punch-packed script by Robert E. Kent from an original idea by Jerome Odlum. Well mounted and carefully produced, the thriller leans heavily upon the acting ability of young Ames and Julie Bishop, both products of the Pasadena Community Playhouse. They were selected for the roles only after a careful search among the many who aspired for the parts. With their work is blended the matured trouping of Regis Toomey.

Mat 203—30c

A TIGHT JAM. Julie Bishop and Michael Ames have to talk themselves out of a tense situation in Warner Bros. exciting crime film, "I Was Framed," which is now playing at the Strand Theatre. Ames has role of a two-fisted reporter, while Julie Bishop is cast as his wife.

(Opening Day Story)

"I Was Framed" Thrill-Packed Film On Strand Screen

"I Was Framed," Warner Bros. action drama tells the thrill-packed story of a fighting reporter who insists on exposing a group of politicians, will have its local debut today at the Strand Theatre.

Michael Ames plays the role of the reporter while Julie Bishop is cast as his wife. Both have appeared on the stage; Ames fresh from his triumph in "My Sister Eileen," Regis Toomey, who has many a grand performance chalked up in his favor plays the role of hard-bitten city editor who backs Ames all the way.

When Ames' testimony is about to wreck the gubernatorial chances of one Stuart Gaines, played by Howard Hickman, the reporter is over-powered, slugged unconscious, soaked with whiskey and placed at the wheel of a car that is allowed to run wild. The careening car kills three people. Ames is sent up as a drunk-driver murderer.

In prison, Ames meets an habitual criminal, portrayed by John Harmon, who shows him how he can make a getaway. He escapes successfully and joins his wife. Their attempt against terrific odds to lead a a new life and at the same time vindicate the trumped-up murder charge makes the climax of the picture an interesting and exciting one.

The hard-hitting script was written by Robert E. Kent from an original idea by Jerome Odlum. D. Ross Lederman directed the crime-thriller. Other members of the cast are Patty Hale, Roland Drew and Hobart Bosworth.

Mat 104—15c

Julie Bishop, screen newcomer, will be seen at the Strand in Warner Bros.' "I Was Framed."

Julie Bishop Had Hunch She Could Make Movie Grade

Pretty, red-headed Julie Bishop thanks a hunch for her success in motion pictures. And facts prove that she may have something there.

Julie got her first chance in pictures under the name of Jacqueline Wells. It wasn't much of a start, and she was the first to know it.

But rather than struggle along with her inauspicious start, the girl did something about it. A hunch told her she had better find a new name and start all over again. This she did, choosing the name Julie Bishop. A Warner Bros. contract and a succession of good roles was the result.

Chief among the kind of parts she likes is that of Ruth Marshall, Michael Ames' wife in Warners' "I Was Framed," her current film, which is now playing at the Strand. In this she plays the help-mate of a crusading newspaper reporter, a boy who gets things done although at great personal risk. Julie likes the role because it calls for the kind of acting she was trained for. The part has meat.

Warner Bros. has ambitious plans for Julie Bishop. Now she's glad she acted on that hunch to change her name.

(Review)

'I Was Framed' Hits Peak of Excitement

The newest Warner Bros. film, "I Was Framed," which tells a thrilling story of a reporter who is framed on a murder charge when his investigations prove too dangerous, opened last night at the Strand Theatre. The grand performances plus the intriguing story made it a fine bit of screen entertainment.

Michael Ames, Julie Bishop and Regis Toomey have the leading roles and all give very realistic performances. Ames plays the role of a two-fisted, crusading reporter, out to clear his city and state of corrupt politicians even when it means endangering his own life. Julie Bishop is cast as the wife who never loses faith in her husband's ability to clear his name of the crime for which he is sent to prison. Regis Toomey plays the part of a keen-witted newspaper editor who backs Ames to the hilt in his daring schemes to bring a gang of dangerous crooks to justice.

When Ames' investigations are about to disclose the names of some political big shots, he is framed on a charge of drunken-driving, in which three people are killed and he is sent to prison. While there, he meets a hardened criminal, played by John Harmon, who shows him how to make an escape. The plot then moves on to thrill after thrill when he escapes from prison, joins his wife and attempts to clear himself and expose his powerful enemies.

The supporting cast, all of whom give excellent portrayals, consists of Patty Hale, Howard Hickman, Roland Drew, Hobart Bosworth and many others. D. Ross Lederman directed the thrill-packed production. The swiftly-moving screen play was written by Robert E. Kent from an original idea by Jerome Odlum, noted Hollywood author of many film hits.

Film Packs Punch

Fast-paced action is the keynote of Warner Bros.' new film, "I Was Framed," which is now showing locally at the Strand Theatre. It tells the tale of a courageous reporter's struggle to bring a gang of crooked office-holders to justice. Michael Ames, Julie Bishop and Regis Toomey are in the leading roles.

Fans Get Action

"I Was Framed," the film now at the Strand, was designed with special emphasis on suspense. The result is satisfyingly exciting. The top roles are played by Michael Ames and Julie Bishop with Regis Toomey in the part of a fiery newspaper editor. D. Ross Lederman directed the exciting production.

Plays City Editor

Regis Toomey, who has a strong featured role in Warner Bros.' "I Was Framed," got his theatrical start in big musical comedies. Among Toomey's early successes were "Rose Marie," "Little Nellie Kelly," "Twinkle Twinkle," "Hit The Deck," and "Sailor Beware." In "I Was Framed," Toomey portrays a city editor who helps his star-reporter, played by Michael Ames, bring a bunch of crooked politicians to justice.

The Real Thing

Michael Ames, who portrays a crusading reporter in Warner Bros.' "I Was Framed," spent two weeks on a Los Angeles daily to soak up atmosphere for his role before reporting for the cameras. Ames, good-looking young leading man, packed a lot of authenticity into his part as a result.

Talented Miss

Julie Bishop, who has the feminine leading role in Warner Bros.' "I Was Framed," was first known to the movie world as Jacqueline Wells. She, like Michael Ames, her leading man in the picture, is a product of the Pasadena Community Playhouse. Julie is cast as the wife of a daredevil reporter.

Michael Ames Has Debut As Star In Strand Film

Some wise man once said: "Be sure you're right, then go ahead."

But with Michael Ames, good looking young Warner Bros. contract actor, that saying should read: "Be sure you're READY, then go ahead."

Michael, who portrays Ken Marshall, dynamic newspaper reporter in Warners' "I Was Framed," now playing at the Strand Theatre, signed his acting contract not at his first opportunity, but only when he felt sure he was ready for the job. His first chance to sign came when he was appearing in the road company of "Quiet Please." Scouts rushed the young leading man with flattering film offers, but to them all Mike said "no." He thought he wasn't ready, and right or wrong, he had his way.

So it was back to New York and more stage work, polishing and refining his technique all the while, until, with a good role in "My Sister Eileen," Ames considered himself ready for offers.

They weren't long in coming, either. J. L. Warner was so impressed with young Ames' work in the hit play that he put him under contract immediately, without a screen test.

CAST

Ken Marshall . . Michael Ames
Ruth Marshall . . . Julie Bishop
Bob Leeds . . . . Regis Toomey
Penny Marshall . . . Patty Hale
Clubby Blake . . John Harmon
Dr. Phillip Black . . . Aldrich Bowker
Gordon Locke . . Roland Drew
Cal Beamsh . . . Oscar O'Shea
Ben Belden . . . . Wade Boteler
Stuart Gaines . . . Howard Hickman
Paul Brenner . . Norman Willis
D. L. Wallace . . . Hobart Bosworth
Police Chief Taylor . . . Guy Usher
Kit Carson . . . Sam McDaniel

SYNOPSIS

(Not for Publication)

Ken Marshall (Michael Ames), is a two-fisted crusading reporter, out to clear his state of corrupt politicians. The ruling regime has him framed on a charge of murder. Ken escapes from prison with the aid of another inmate, Clubby Blake, (John Harmon) and lives a peaceful life with his wife (Julie Bishop). He later exposes his enemies and clears his own name. (Running Time: 61 minutes)

PRODUCTION

Directed by D. ROSS LEDERMAN

Screen Play by Robert E. Kent; Based upon an Idea by Jerome Odlum; Director of Photography, Ted McCord, A.S.C.; Film Editor, Frank Magee; Art Director, Stanley Fleischer; Dialogue Director, Harry Seymour; Sound by C. A. Riggs; Gowns by Milo Anderson; Makeup Artist, Perc Westmore.

OFFICIAL BILLING

WARNER BROS. 40%

Pictures, Inc. Presents 5%

"I WAS FRAMED" 100%

with

MICHAEL AMES - JULIE BISHOP 10%

REGIS TOOMEY - PATTY HALE 10%

Directed by D. Ross Lederman 25%

Screen Play by Robert E. Kent 3%

Based on an Idea by Jerome Odlum 2%

A Warner Bros.-First Nat'l. Picture 5%

EXPLOITATION

3 SHOWMANSHIP ANGLES TO START YOU OFF . . .

1. NEW FACES

Michael Ames, Julie Bishop and Patty Hale — newcomers to the screen and destined for the bright lights — top the cast. Sell them:

Play up their debuts in your newspaper publicity. See publicity page of pressbook for biographical material. Besides scene mats available, use still IF 16 (at your Vitagraph exchange) showing the three newcomers.

Set of six dealer tie-up stills available to put the news in store windows and counters. Still Julie Bishop 13—jewelry; Julie Bishop 32—evening gown; Michael Ames 8—suit; Michael Ames 18—sport shirt; Patty Hale 6—dolls, still IF 15 (Patty Hale)—children's books. Order "IF Tie-up Stills"—50c for set of six, 10c individually—from Campaign Plan Editor, 321 W. 44 St., N.Y.C.

Conduct talent search to find the local Michael Ames, Julie Bishop and Patty Hale. Work this in cooperation with dramatic societies and schools, youth groups and newspaper.

Giant postcard in lobby congratulating the three players on their performances for patrons to sign.

Formation of local fan clubs honoring the three newcomers.

Patrons write letters to Warner Bros. Studios in Burbank, Calif., describing their preference of future roles for the three players.

2. NEWSPAPER

Michael Ames playing the role of a crusading newspaper reporter in the picture, opens the way for these newspaper suggestions:

Comb through the back files of local newspaper morgue to get stories of various racket exposes. Mount 'em on lobby display board and across clippings use this copy: "I WAS FRAMED . . . because I had a story that was front page dynamite! See this thrilling story of a newspaper reporter who knew too much to be killed." Add scene stills or poster cutouts around display.

Tie in your showing with the local drive for salvaging waste paper. Launch your campaign in cooperation with local paper. Set up collection depots for back issues in your theatre and at newspaper office. Award guest tickets to persons turning in most back issues of cooperating paper for salvage. (P.S. Be sure you've got a display piece plugging your show right next to the collection depot.)

Arrange with the circulation editor for the distribution of EXTRA's with this copy surprinted in heavy block letters across front page: "NEWSPAPER REPORTER FRAMED TO PREVENT RACKET EXPOSE!" Add picture title and theatre imprint.

Conduct vote among local fourth-estaters to get their choice of most outstanding man or femme reporter in town. Honor winner at your theatre on opening night.

3. PRISONS

If the sensational angle is the type of exploitation to sell this picture in your situation, use these exploitips to do it:

Set up a compo board prison cell in your lobby. Behind bars place a tailor's dummy dressed in regulation prison garb. Copy: "I WAS FRAMED . . . because I had a story that was front page dynamite!" Use 1-sheet on back wall of "prison cell" or scene stills from picture.

Here's another thriller for your lobby. Fix up an electric chair (any straight-back wooden chair with dummy electrical wiring will do) and behind it place small spot light so that shadow of chair will fall on mounted cutout of Michael Ames and prison guard in 1-sheet. Copy: "Cast Into The Shadow Of The Electric Chair Because He Knew Too Much! The gripping drama of a reporter who became a fugitive . . . and the woman who followed him into the shadows!" Add picture title and playdate.

Always good for attention is the cop and prisoner street bally. Prisoner is handcuffed to cop (theatre attendants, of course) and is marched through streets, squirming and fighting as though to get away. Prisoner's spiel: "I was framed because I knew too much. They were afraid that I'd print the truth. But they can't keep me quiet. I'll tell my story; they can't stop me!" Sign on cop's back carries theatre credits.

And Now Follow Up With These Stunts:

ACTION LOBBY DISPLAY

Spot this SEE-type display in your lobby. All stills listed are available at your Vitagraph exchange. Copy:

REPORTER FRAMED FOR RACKET EXPOSE!

I WAS FRAMED because I had a story that was front page dynamite!—Still IF 14.

I WAS FRAMED because I was too dangerous to kill!—Still IF 8.

I WAS FRAMED because the truth would have wrecked Stuart Gaines' chances to become governor!—Still IF 10.

I WAS FRAMED and became a fugitive from the police I was trying to help! —Still IF 20.

I WAS FRAMED and my wife forced to pay blackmail!—Still IF 11.

Don't Miss THIS GRIPPING DRAMA OF A REPORTER WHO BECAME A FUGITIVE . . . AND THE WOMAN WHO FOLLOWED HIM INTO THE SHADOWS!

See

"I WAS FRAMED"

with a cast of new faces that will be your new favorites!

MICHAEL AMES JULIE BISHOP PATTY HALE

(Still IF 16)

CRIME PREVENTION DRIVE

Local crime prevention campaign in cooperation with your newspaper ties in picture's theme of a crusading reporter exposing city and state corruption. Bring in civic officials on this as well as groups like boy scouts, chamber of commerce, fraternal organizations, etc. (Stunt described at right under "Get Racket Evidence" headline can be tied in to bring the campaign right into your theatre lobby.)

FLASH TABLOID HERALD . . . . . .

Herald your showing with a flash tabloid 11" x 17" size. Pick up copy from sample shown in reduced size at right. Defray printing costs by selling reverse side of tabloid for merchant co-op advertising. No mats available.

EXTRA **Strand News** FLASH

NEWSPAPER REPORTER FRAMED TO STOP RACKET EXPOSE

'I Knew Too Much' Says Ken Marshall

DRUNK DRIVING CHARGE SENDS NEWSMAN TO JAIL

[IMPRINT]

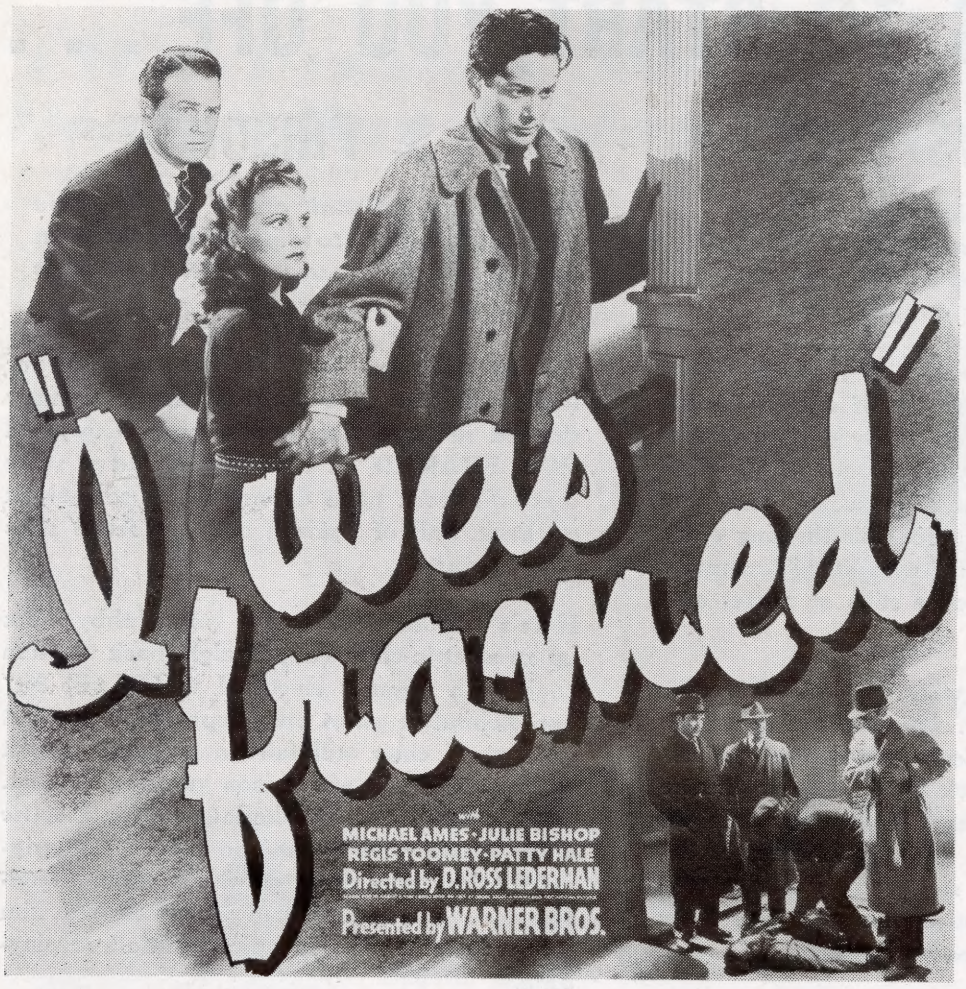
GET RACKET EVIDENCE

WANTED: Information about local rackets! Well in advance of your playdate set up box in lobby with copy: "The Police want evidence that will expose local rackets." Announce that at close of run sealed box will be turned over to authorities. Cover sides of box with scene stills from picture and sell copy playing up fact that the hero of "I Was Framed" was a newspaper reporter engaged in uncovering rackets.

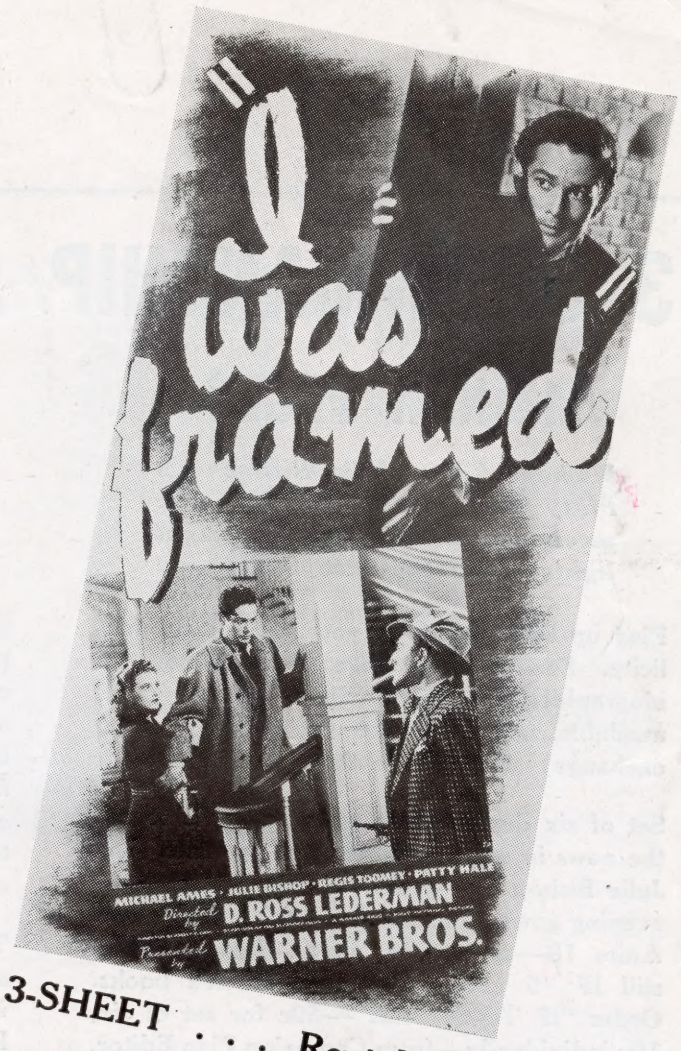
●

Warners' Production Trailer sells the whole story right from your screen. Book it today!

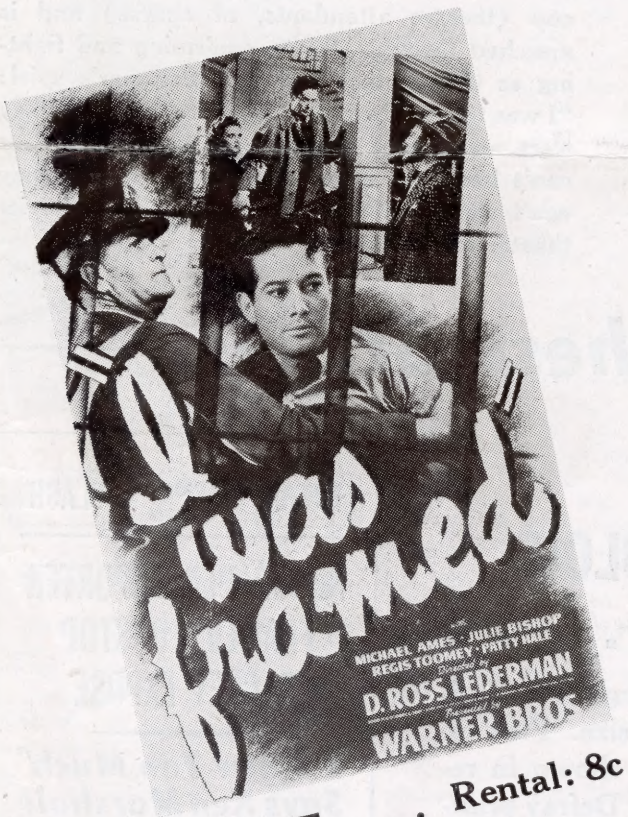
POSTERS



6-SHEET . . . . . Rental: 48c



3-SHEET . . . Rental: 24c



1-SHEET . . . Rental: 8c

Quantity Prices

SIX-SHEETS

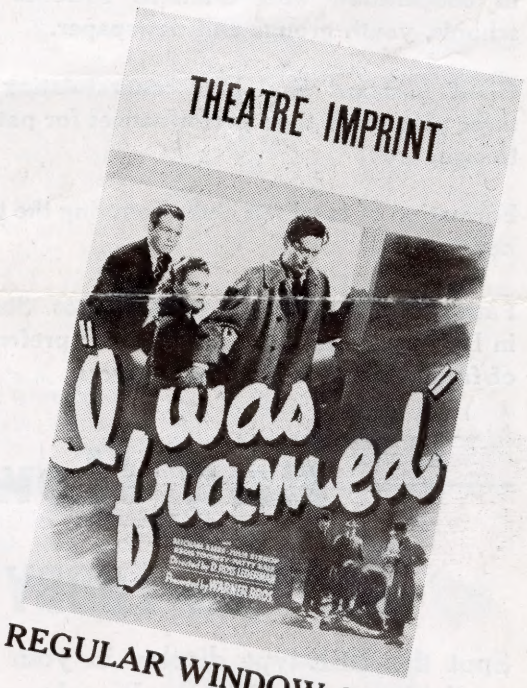
25 to 49	80c each
50 to 99	70c each
100 and over	60c each

THREE-SHEETS

50 to 99	32c each
100 and over	28c each

ONE-SHEETS

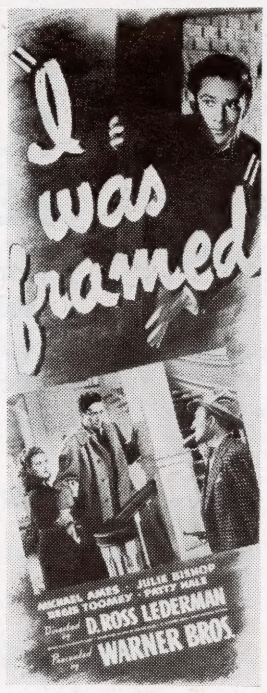
50 to 99	11c each
100 and over	9c each



REGULAR WINDOW CARD

Prices:

1 to 49	7c each
50 to 99	6c each
100 and over	5½c each



INSERT CARD
Rental: 12c

8
COLORED
11 x 14's
Rental:
35c for Set

2 COLORED 22 x 28's
Rental: 20c each

SLIDE
Price:
15c

PRINTED IN U. S. A.

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

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